

# OLIVIA HOUSTON

## what can i do?

---

- adobe creative suite
- figma
- packaging + branding
- art direction
- 2d rendering
- concept development
- digital storytelling
- production oversight

## who am i?

---

### **bachelor's in communication design – elon university**

senior multidisciplinary designer with 5+ years of experience across packaging, digital, and retail. lead in-house designer for a growing beauty brand, driving campaigns end-to-end and executing launch strategy across channels while maintaining strong brand consistency.

## what have i done?

---

### **senior designer, DIBS beauty**

2024 – present new york, ny

- direct all brand creative as the sole in-house designer, overseeing digital, packaging, and retail execution during the company's national expansion into Ulta Beauty.
- translate product launch strategy into cohesive 360° campaigns spanning DTC, paid media, print, and out-of-home placements.
- own the design of primary and secondary packaging, maintaining consistent and elevated brand identity.
- shape in-store visual merchandising experiences amidst retail expansion — including endcaps and front-of-store displays — to strengthen brand visibility.
- prepare and optimize launch assets for e-commerce and retail PDPs, ensuring high visual standards across all digital touchpoints.

### **packaging designer, maybelline – l'oreal**

2022 – 2024 new york, ny

- lead packaging designer for maybelline's 2024 build-a-brow and 2025 superfluff brow mousse launches.
- designed primary and secondary packaging across asia, europe, emerging markets, and global lines; managed proofing and approved production assets.
- developed creative briefs + storyboards for photoshoot and asset requests, including comps, renders, and CGI.
- created brand experience materials — merch, holiday kits, influencer mailers, stickers — and retouched visuals for global marketing decks.

### **digital designer, origins – estée lauder**

2021 – 2022 new york, ny

- designed and executed e-commerce campaigns for origins, including weekly emails and site assets optimized for desktop + mobile.
- created static + dynamic holiday GWP assets and multi-platform paid social ads across major digital channels.